



# Karoonda Farm Fair & Show

## SPONSORSHIP PROPOSAL

2022

[WWW.FARMFAIR.COM.AU](http://WWW.FARMFAIR.COM.AU)





REGIONS  
LARGEST  
EVENT FOR  
OVER 38  
YEARS.

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We are the regions largest event  
as we showcase:

1. The things that make our region  
and people unique
  2. Bringing new experiences and  
services to the region
  3. Allowing access to Health and  
Education services that they may  
not have access to.
  4. Providing a consolidated array  
of Trade Displays relevant to the  
local industries.
  5. Embracing and enhancing the  
magnificent community spirit our  
region has.
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With a diverse array of exhibitors each year, we regularly fill over 300 display sites.

Our attractions include:

- Livestock Displays
- Farm Machinery
- Farm Accessories
- Trade & Craft Sites
- Children Attractions
- Wool Handling
- Health & Education
- Fashion Parades
- Sheep Shearing
- Yard Dog Competition

Our show competitions include:

- Art
- Cooking
- Lego
- Photography
- Jams and Preserves
- Pot Plants
- Vegetables
- Fleece competition
- Needlework / Handicraft
- Knitting & Crochet

Each year we work hard to bring new and exciting attractions to the Farm Fair & Show.



Attracts 7,000 -  
10,000 people  
over 2 days.

## PARTNER WITH KAROONDA FARM FAIR & SHOW

We are very proud of our achievements, but importantly, our phenomenal success ensures we receive widespread recognition and exposure. We would love for you to share in this exposure, and experience first hand the feeling of pride that comes from helping our community grow.

Attendees at the Karoonda Farm Fair & Show are from; the Murraylands, Adelaide Hills, Adelaide, Barossa Valley, Riverland, Fleurieu Peninsula; as well as both interstate and international visitors to the region.

The Farm Fair & Show utilises a broad mix of advertising and promotional strategies to raise awareness of our event.

Each year in excess of \$25,000 is invested into attracting people to our event. This does not take into account the many hours of work provided by Committee Members.

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A community event of this nature requires a dedicated, talented and experienced Committee - and this we have. Our past success is a testament to this. However, sponsorship is the other requirement that is necessary to ensure success.

2022  
KAROONDA  
FARM FAIR &  
SHOW APRIL  
1ST & 2ND

[WWW.FARMFAIR.COM.AU](http://WWW.FARMFAIR.COM.AU)



## WE LOOK FORWARD TO PARTNERING WITH YOU.

This proposal gives you information about our event and the way in which we feel will benefit you with partnering with us this year, and hopefully into the future.

While the packages we have outlined are standard in nature, we are more than willing to develop an alternative package, in co-operation with yourself, that will maximise the benefits to both of us and align more closely with your organisation.

We thank you for taking the time to consider our proposal and looking forward to working with you.

"IT'S A FUN DAY FOR  
THE WHOLE FAMILY."



# CORPORATE PACKAGES.

## PLATINUM \$2500 +gst (per annum)

- Exclusive naming rights (precinct, competition or pavilion)
- 1 x 10 x 10 powered site + suitable marquee
- 5 x 2-Day passes
- PA Interview on the day of event
- Website advertising
- Official program acknowledgement on Sponsors Listing
- Signage and banner display (supplied by you) placed at agreed locations
- Social media promotions and advertising
- Logo recognition on all printed material
- Acknowledgement and logo on website with links to your website
- Sponsors board: logo permanently displayed at Karoonda Oval
- Logo permanently on township sponsors board
- Promotions (media releases, community events, newsletters)
- Acknowledgement during award presentation

### Opportunities

- Provide an insert in the official program (supplied and all costs covered by you)
- Brand activation
- Opportunity to provide one promotional product to each attendee

## GOLD \$1000 +gst (per annum)

- 1 x powered site (10 x 10)
- 3 x 2-day passes
- Banner display (agreed location)
- Logo recognition (poster, website)
- Official program acknowledgement
- Naming rights (competition or award)
- Sponsors board: logo permanently displayed at Karoonda Oval

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## SILVER \$500 +gst (per annum)

- 2 x 2-Day passes
- Official program acknowledgement
- Logo recognition (website)
- Sponsors board: logo permanently displayed at Karoonda Oval (*sign for a minimum of 2 years*)

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## BRONZE \$250 +gst (per annum)

- 2 x 2-Day pass
- Logo recognition (website)
- Official program acknowledgement
- Acknowledgement on Social Media



# COMPETITION OR ATTRACTION



As an individual, family, group or business you can sponsor a competition or attraction. We have many competitions and attractions with a variety of sections, activities and classes for you to choose from. Sponsors can elect to provide a cash prize, a trophy (provided by you or purchased on your behalf), a voucher for goods or services or product (supplied by the sponsor).

Prizes can be awarded in the name of a business, individual (i.e. after yourself, in memory of someone special, or after your child), groups, organisations or even a pet.

Please select your preferred sponsorship category and the competition organiser will contact you to discuss your sponsorship.

- Fleece competition
- Wool handling
- Sports and Speed Shear
- Site Awards (Commercial)
- Site Award (General Interest)
- Show competitors
- Mallee Stump Trail
- Education program
- Site Awards (Lifestyle Pavilion)
- Yard Dogs competition
- Fashion Parade
- Kids Pavilion
- V8 Lawnmowers

# ACCEPTANCE.

Name: .....

Position: .....

Organisation: .....

Postal address: .....

Phone: ..... Email: .....

## Corporate

Platinum  
\$2500+gst

Gold  
\$1000+gst

Silver  
\$500+gst

Bronze  
\$250+gst

## Attraction

Friday night

Kids pavilion

Lifestyle pavilion

V8 Lawnmowers

Fashion Parade

Mallee Stump Trail

Education Program

Other: \_\_\_\_\_

## Show competitions

I would like the competition organiser to contact me as I am interested in sponsoring a competition.

**Note:** Due to the uncertainty of COVID-19 we do not require any payment of Sponsorship Money until after 1 February 2022.

**'THANK YOU FOR YOUR SUPPORT.'**

Please lock in our sponsorship for ..... years.

Amount: \$ ..... per annum +gst.

Your signature below is taken as authorised acceptance of the sponsorship entitlements as outlined in the Sponsorship Proposal.

Signed: ..... Date: .....

Please send your acceptance to:

Ray Bald  
Farm Fair Manager  
E: info@farmfair.com.au

Karoonda Farm Fair Inc.  
PO Box 6  
Murray Bridge SA 5253

**KAROONDA FARM FAIR & SHOW.  
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*Farm Fair & Show Manager:*

*Ray Bald*

*M: 0408 813 452*

*H: (08) 8538 2860*

*E: [info@farmfair.com.au](mailto:info@farmfair.com.au)*

*Promotions and Sponsorship:*

*Saskia Davidson*

*M: 0437 182 815*

*E: [publicity@farmfair.com.au](mailto:publicity@farmfair.com.au)*